The Dun & Bradstreet Corporation

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NEW INCORPORATIONS UP 3.2 PERCENT IN AUGUST

NEW YORK, Nov. 24--New business incorporations in August increased 3.2 percent in August to 54,225 from 52,527 in August 1986, according to The Dun & Bradstreet Corporation.

For the first eight months of the year, new incorporations declined 0.4 percent to 468,149 from 470,018 in the same period in 1986.

Of the 29 states to report decreases in the first eight months, five were down 10 percent or more. The largest decline occurred in Montana, down 17.2 percent to 888 from 1,073; followed by Kentucky, down 13.1 percent to 4,531 from 5,213; and Wyoming, down 12.4 percent to 557 from 636.

The largest increases took place in Mississippi, up 41.4 percent to 2,679 from 1,895; West Virginia, up 21.1 percent to 2,001 from 1,653; and Vermont, up 13.6 percent to 1,380 from 1,215.

Five of the nation's nine U.S. Bureau of the Census regions reported year-to-date decreases during the first eight months. The

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largest declines were reported in the West South Central states, down 8.2 percent to 40,403 from 44,033; the Pacific states, down 6.6 percent to 55,055 from 58,966; and the West North Central states, down 2.3 percent to 22,213 from 22,737. The largest increases occurred in the South Atlantic states, up 6.0 percent to 126,507 from 119,385; and the New England states, up 1.8 percent to 28,740 from 28,229.

Month of August

Compared with year-ago levels, 12 states reported increases of more than 10 percent in August. The largest increase occurred in New Hampshire, up 181.6 percent to 290 from 103; followed by Georgia, up 43.5 percent to 1,520 from 1,059; and Pennsylvania, up 17.3 percent to 1,766 from 1,505. The largest declines were reported in Alaska, down 25.5 percent to 82 from 110; Arizona, down 25.0 percent to 759 from 1,102; Wisconsin, down 25.0 percent to 394 from 525; and Nebraska, down 19.5 percent to 173 from 215.

Four of the nine U.S. Bureau of the Census regions reported increases in August. The largest increase occurred in the South Atlantic states, up 10.0 percent to 14,990 from 13,623; followed by the New England states, up 9.5 percent to 3,261 from 2,978; and the Middle Atlantic states, up 8.4 percent to 10,238 from 9,447. The largest decline occurred in the West South Central states, down 6.9 percent to 4,551 from 4,888.

The largest number of new incorporations in August was reported in Florida, 6,354; New York, 5,951; and California, 5,199.

The Dun & Bradstreet Corporation is the world's largest marketer of business information and related services, with worldwide revenue of $3.1 billion in 1986.

(See Attached Tabular Data)

NEW BUSINESS INCORPORATIONS BY STATES AND GEOGRAPHIC REGIONS
(Not Seasonally Adjusted)

	Aug 1987	Jul 1987	% Change Jul 1987 Aug 1987	Aug 1986	% Change Aug 1986 Aug 1987	Total Eight Month(s) 1987	1986	% Change 8 Month(s) 87-86
NEW ENGLAND	3,261 E	3,592 E	-9.21	2,978 R	9.50	28,740 E-R	28,229	1.81
Maine	260 E	256 E	1.56	225 R	15.56	2,133 E	2,013	5.96
New Hampshire	290	313	-7.35	103	181.55	2,519	2,599	-3.08
Vermont	160	140	14.29	139	15.11	1,380	1,215	13.58
Massachussetts	1,342	1,481	-9.39	1,262	6.34	11,687	11,384	2.66
Connecticut	904	1,086	-16.76	978	-7.57	8,456	8,673	-2.50
Rhode Island	305	316	-3.48	271	12.55	2,565	2,345	9.38
MIDDLE ATLANTIC	10,238	10,576	-3.20	9,447	8.37	88,274 R	87,583	0.79
New Jersey	2,521	2,586	-2.51	2,476	1.82	22,097	22,621	-2.32
New York	5,951	6,324	-5.90	5,466	8.87	51,638	51,350	0.56
Pennsylvania	1,766	1,666	6.00	1,505	17.34	14,539 R	13,612	6.81
EAST NORTH CENTRAL	6,449 E	7,289	-11.52	6,441	0.12	56,868 E	57,763	-1.55
Ohio	1,458	1,645	-11.37	1,379	5.73	12,758	12,776	-0.14
Indiana	866 E	934	-7.28	768	12.76	6,958 E	7,128	-2.38
Illinois	2,092	2,279	-8.21	2,089	0.14	18,301	17,903	2.22
Michigan	1,639	1,910	-14.19	1,680	-2.44	14,555	15,453	-5.81
Wisconsin	394	521	-24.38	525	-24.95	4,296	4,503	-4.60
WEST NORTH CENTRAL	2,445	2,684	-8.90	2,493	-1.93	22,213 R	22,737	-2.30
Minnesota	732	741	-1.21	691	5.93	6,500	6,497	0.05
Iowa	338	355	-4.79	289	16.96	2,667	2,929	-8.95
Missouri	715	868	-17.63	818	-12.59	7,193	7,293	-1.37
North Dakota	77	61	26.23	67	14.93	645 R	662	-2.57
South Dakota	67	83	-19.28	69	-2.90	671	667	0.60
Nebraska	173	188	-7.98	215	-19.53	1,786	1,788	-0.11
Kansas	343	388	-11.60	344	-0.29	2,751	2,901	-5.17
SOUTH ATLANTIC	14,990 E	16,584 E	-9.61	13,623 E-R	10.03	126,507 E	119,385	5.97
Maryland	1,331	1,372	-2.99	1,151	15.64	11,127	10,592	5.05
Delaware	2,482	2,653	-6.45	2,342	5.98	20,850	18,898	10.33
Washington D.C.	188 E	187 E	0.53	186 E	1.08	1,503 E	1,503	0.00
Virginia	1,439	1,533	-6.13	1,235	16.52	11,457	11,296	1.43
West Virginia	210	227	-7.49	252	-16.67	2,001	1,653	21.05
North Carolina	975	1,117	-12.71	954	2.20	8,248	8,489	-2.84
South Carolina	491	580	-15.34	459	6.97	4,345	4,220	2.96
Georgia	1,520	1,416	7.34	1,059	43.53	12,092	11,858	1.97
Florida	6,354	7,499	-15.27	5,985 R	6.17	54,884	50,876	7.88

NEW BUSINESS INCORPORATIONS BY STATES AND GEOGRAPHIC REGIONS
(Not Seasonally Adjusted)

	Aug 1987	Jul 1987	% Change Jul 1987 Aug 1987	Aug 1986	% Change Aug 1986 Aug 1987	Total Eight Month(s) 1987	1986	% Change 8 Month(s) 87-86
EAST SOUTH CENTRAL	2,038	2,153	-5.34	2,141	-4.81	18,224	18,050	0.96
Kentucky	491	545	-9.91	595	-17.48	4,531	5,213	-13.08
Tennessee	773	805	-3.98	783	-1.28	6,330	6,252	1.25
Alabama	527	588	-10.37	514	2.53	4,684	4,690	-0.13
Mississippi	247	215	14.88	249	-0.80	2,679	1,895	41.37
WEST SOUTH CENTRAL	4,551	5,035	-9.61	4,888	-6.89	40,403	44,033	-8.24
Arkansas	426	418	1.91	462	-7.79	3,944	4,111	-4.06
Louisiana	799	953	-16.16	869	-8.06	7,329	8,213	-10.76
Oklahoma	616	699	-11.87	640	-3.75	5,335	5,268	1.27
Texas	2,710	2,965	-8.60	2,917	-7.10	23,795	26,441	-10.01
MOUNTAIN	3,441	3,251	5.84	3,617 R	-4.87	31,865 R	33,272	-4.23
Montana	95	105	-9.52	100	-5.00	888	1,073	-17.24
Idaho	111	133	-16.54	122	-9.02	1,115	1,229	-9.28
Wyoming	71	74	-4.05	82	-13.41	557	636	-12.42
Colorado	1,146	499	129.66	1,150	-0.35	9,968	10,791	-7.63
New Mexico	197	203	-2.96	184	7.07	1,606	1,643	-2.25
Arizona	759	1,023	-25.81	1,012	-25.00	8,253	9,082	-9.13
Nevada	842	895	-5.92	743	13.32	6,686	6,141	8.87
Utah	220	319	-31.03	224 R	-1.79	2,792 R	2,677	4.30
PACIFIC	6,812 E	7,181 E	-5.14	6,899 E-R	-1.26	55,055 E	58,966	-6.63
Alaska	82	118	-30.51	110	-25.45	1,097	1,184	-7.35
Washington	743	860	-13.60	722	2.91	6,375	6,630	-3.85
Oregon	554	584	-5.14	514	7.78	4,623	4,951	-6.62
California	5,199	5,382	-3.40	5,329 E	-2.44	41,048	44,276	-7.29
Hawaii	234 E	237 E	-1.27	224 R	4.46	1,912 E	1,925	-0.68
TOTAL U.S. (unadjusted)	54,225 E	58,345 E	-7.06	52,527 E-R	3.23	468,149 E-R	470,018	-0.40
TOTAL U.S. (seasonally adjusted)	58,181 E	57,145 E	1.81	56,299 E-R	3.34			

(E) - Estimated
(R) - Revised

Source: Economic Analysis Department, The Dun & Bradstreet Corporation.

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